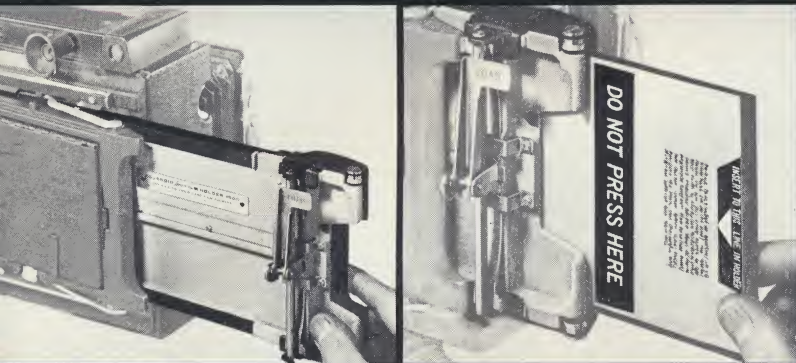
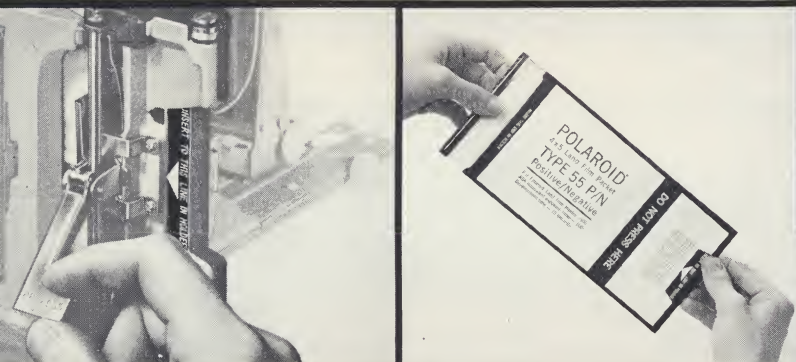


HERE'S HOW IT WORKS



1. The Polaroid Land Film Holder is interchangeable with regular film holders. Slide it in and you are ready to produce a 4 x 5 print and negative in 20 seconds—outside the darkroom.

2. Slip in the film packet until it engages, then pull back the protective envelope (just like pulling out a dark slide). Now take the picture in the conventional way.



3. To process the packet, flip down this lever and pull the packet out. You don't have to wait to take the next picture; you can shoot again immediately.

4. The print and negative develop *inside* the packet, *outside* the camera. After 20 seconds pull the packet apart. If you wish, development can wait until later.



5. Separate the positive from the negative. This can be done in the light, no darkroom is necessary.

6. Wash off the excess developer with a hardener solution.

POLAROID®

Land 4 x 5 Film Holder #500

Makes both print and negative in 20 seconds—outside the darkroom.



Instantly adapt any conventional 4 x 5 camera for 20 second prints and negatives with the Polaroid Land Film Holder.

Picture-in-an-instant Polaroid Land photography is available for the users of almost any press and view camera (instruments too) designed to use 4 x 5 cut film holders of the lock rib type. Once the holder is in the camera, film packet after film packet can be inserted and exposed without removing the holder. Development takes place *inside* the packet, *outside* the holder.

- Fits all press and view cameras with Graphic, Graflok and similar backs.
- No change in film plane — no readjustment of rangefinder or ground glass.
- Weighs only 24 ounces.
- Three film types available (see reverse side).
- Film packets can be processed on-the-spot or later.

See reverse side for additional details

Additional information about the Polaroid® Land 4x5 System

New Positive/Negative Film



Type 55 P/N Positive/Negative Film produces both a quality print and a fine grain negative completely developed outside the darkroom in just 20 seconds.

The negatives produced with this new film packet are of exceptional quality with resolution suitable for enlargements up to 45 times original size with virtually no evidence of grain. The positive print is of professional quality: good contrast, fine grain and long scale.

Type 55 P/N Positive/Negative Film has an ASA equivalent exposure index of 100 and the emulsion is panchromatic Type B sensitization. Negative resolution is better than 150 lines per mm. Exposure characteristics are such that a properly exposed positive will yield a

negative which best utilizes the entire photographic scale available. For over- and under-exposure, latitude is comparable to conventional film negatives.

Because this new Land process completely uses all of the silver halide in the negative, no additional darkroom developing or fixing is required. Before printing, the negative is washed (in room light) in a simple chemical bath or plain water to remove the developing reagent and anti-halation dye.

Type 55 P/N Film gives the 4 x 5 photographer the combined advantages of pictures in an instant plus an immediately available negative with photographic characteristics superior to conventional films.

10-second Positive Prints



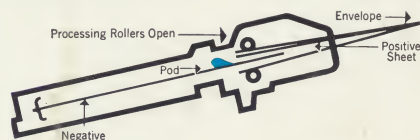
For single-shot prints, these economical high speed packets (which have a non-reusable negative) are also available.

Type 52 The Polaroid PolaPan Land 4 x 5 Film Packet has an exposure index of 200 ASA equivalent daylight. Development time is 10 seconds. It is ideal for illustrating catalogs, brochures, reports, etc., and lends itself to direct reproduction in the engraving process. Pictures made with it can be enlarged 2X or more without noticeable loss of detail. This film is also of great value to the commercial photographer for testing exposure in color photography.

Type 57 The Polaroid 3000 Speed Land 4 x 5 Film Packet has a 3200 ASA equivalent daylight exposure index. Development time is 10 seconds. It is virtually grain-free with print characteristics similar to Type 52. Its ultra-high sensitivity makes it ideal for photographing high-speed operations, making pictures in low light levels and for available-light photography without flash or cumbersome lighting equipment. It is extremely useful for such applications as in-plant photography, photomicrography, metallography and oscilloscope trace recording.

How the system works

Each packet is an individual exposure comprising negative, positive and a developing pod, all contained in a light-tight envelope with a metal cap at one end. These three steps show how the system works:



(1) The packet is inserted into holder, where metal cap is captured. Envelope is then withdrawn to allow the negative to be exposed.



(2) After exposure, the envelope slides back into the holder, where it is re-captured by the metal cap to form again a light-tight enclosure. Processing lever on the holder is then moved to the "process" position, which closes the stainless steel pressure rollers on either side of the envelope.



(3) The entire packet is then withdrawn through the rollers, which apply pressure to the pod of developing reagent and spread the reagent in a uniformly thin layer between positive and negative. Development starts at this point, and after the required development time, the packet is pulled apart and the positive print is separated from the negative.

SPECIAL INDUSTRIAL AGENTS FOR POLAROID PHOTOGRAPHIC PRODUCTS

City	Dealer	Address	Telephone
NEW YORK			
Albany	Berns Camera Store	84-86 North Pearl Street	HO 3-7777
Albany	State Photo Supply Corp.	226 N. Allan St.	
Binghamton	Stickley-Siver, Inc.	59 Carroll Street	RA 4-4336
Bronx	Arista Camera Exchange, Inc.	2143 White Plains Road	TA 4-0980
Brooklyn	Aims Corporation	133 Park Ave.	
Brooklyn	Prospect Photographic Corp.	104 Fourth Ave.	TR 5-4512
Buffalo	Buffalo Photo Material Co.	37 Niagara Street	TL 4-6305
Buffalo	Filmart	637 Main Street	TL 3-2052
Farmingdale	Negri's Camera Shop	287 Main Street	CH 9-1305
Glens Falls	Ray Supply, Inc.	P. O. Box 685, Upper Glen Street	RX 2-5848
Hempstead	Eastern Camera & Photo Corp.	68 West Columbia Street	IV 1-8333
Long Island City	A. C. Camera Exchange, Inc.	34-01 Broadway	RA 8-5555
Mineola, L.I.	Potter's Photographic Appl. Co.	160 Herricks Road	CH 8-7070
Newburgh	Seaman's Photographic Supplies	388 Broadway	56-1-0561
New Rochelle	Camera Craft, Inc.	210 North Avenue	NE 2-4611
New York	Arkin Photo, Inc.	30 E. 33rd St.	YU 6-5252
New York	D. M. Carlick, Inc.	515 Second Ave.	LE 2-0818
New York	Eastman Kodak Stores, Inc.	1 West 39th Street	LO 4-6240
New York	Foto Shop, Inc.	134 West 32nd Street	LO 3-1974
New York	Haber & Fink	12 Warren Street	BA 7-5800
New York	Medo Photo Supply Corp.	20 East 21st Street	OR 7-1500
New York	Olden Camera	1265 Broadway	MU 9-4240
New York	Peerless Camera Stores, Inc.	415 Lexington Avenue	MU 7-1000
New York	Paul Rosenthal	505 Fifth Ave.	
New York	Royaltone, Inc.	245 Seventh Avenue	AL 5-2300
New York	Warman Photo Supply	237 East 59th Street	MU 8-1168
New York	Willoughby's	110 West 32nd Street	LO 4-1600
Pearl River	Boutons	13 North Main Street	PE 5-4600
Poughkeepsie	Arax Photographic Company	388 Main Street	GL 2-2240
Rochester	Marks & Fuller, Inc.	70 Scio Street	HA 6-2600
Rochester	Smith-Surrey, Inc.	74 Lake Avenue	HA 6-8670
Rome	M & S Photo Supply, Inc.	120 West Dominick Street	
Schenectady	Berns Camera Store	422 State Street	393-3352
Syracuse	Francis Hendricks Co., Inc.	716 East Washington Street	HA 2-8265
Syracuse	Macalaster Bicknell Co. of New York, Inc.	New Court at East Bourne	HO 3-9216
Troy	Troy Camera Shop	51 Third Street	AS 2-5171
White Plains	Colortone Camera, Inc.	34 Mamaroneck Avenue	WH 9-7884
NORTH CAROLINA			
Asheville	Ball Photo Supply	8 Wall Street	AL 4-3994
Asheville	Tarmac Audio Visual Co.	71 North Market St.	254-6361
Chapel Hill	Foister's Camera Store, Inc.	161 E. Franklin Street	942-3026
Charlotte	Hi Fi Camera	234 Charlottetown Mall	375-8121
Charlotte	W. I. Van Ness & Company	103 West 5th Street	332-7711
Durham	Cardinal Products	744 East Markham	631-2017
Greensboro	Camera Corner	115 S. Greene St.	273-5410
Greensboro	Carolina Camera Center	103 North Elm	BR 3-4523
Raleigh	King Photo Supply Co.	706 Tucker Street	TE 2-0356
Winston-Salem	Bocock-Stroud Co.	501 West 4th Street	PA 4-2421
NORTH DAKOTA			
Fargo	Epko Film Service, Inc.	631 North P Avenue	235-6651
OHIO			
Akron	Industrial Photographic Supply	206 East Market Street	JE 5-2693
Akron	Metzger's Photo Supply Co.	725 East Market Street	GL 3-9159
Canton	Adams Camera Shop	531 North Market Avenue	GL 5-9424
Canton	Waltz the Camera Man	438 Sixth Street	CH 1-7587
Cincinnati	Ace Camera	904 Vine Street	BR 1-3803
Cincinnati	Eastern Hills Camera Co.	6004 Madison Road	961-7223
Cincinnati	Eastman Kodak Stores, Inc.	3035 Reading Road	731-5550
Cincinnati	Ohio Valley Photo Supply	406 Swifton Center	MA 1-5762
Cincinnati	Provident Camera Shop, Inc.	720 Vine Street	PR 1-4601
Cleveland	Bryar Photo Supply Co.	1224 Huron Rd.	MA 1-0566
Cleveland	The Dodd Company	1025 Huron Road	MA 1-6440
Cleveland	Eastman Kodak Stores, Inc.	1015 Euclid Avenue	HU 6-2684
Columbus	Arlington Camera Center	2122 Tremont Center	CA 8-1991
Columbus	Chick's Camera Exchange, Inc.	42 East Long Street	CA 4-8686
Columbus	The Don McAlister Camera Co.	1132 West Fifth Street	BA 8-8143
Dayton	Malone Camera Stores, Inc.	21 East Second Street	AD 7206
Dayton	Salem Camera Co.	335 Salem Avenue	CH 8-5377
Toledo	Gross Photo Mart, Inc.	236 Huron Street	RI 4-4842
Youngstown	Progressive Photo Supply, Inc.	3491 Belmont Avenue	

FAIRCHILD

DU MONT LABORATORIES

DIVISIONS OF FAIRCHILD CAMERA
AND INSTRUMENT CORPORATION

DU MONT LABORATORIES

Divisions of Fairchild Camera and Instrument Corporation

ELECTRONIC TUBE SALES

DATE

December, 1964

SOURCE OF INQUIRY

Info. Display

Dear Mr. **Nelson:**

We appreciate this opportunity to send you the literature you recently requested concerning Du Mont products. If your particular interest or application requires additional information, please indicate below and mail this Post Paid card to us. Your inquiry will receive our prompt attention.

NAME & ADDRESS CORRECT?

Mr. T. Nelson, Syst. Cons.
Box 1546
Poughkeepsie, N. Y.

PRODUCT - TYPE

KC2296

☐ I would like to have your representative call.

☐ Please send detailed information on _____

Please add my name to your mailing list for:

☐ Cathode-Ray Tubes

☐ Photosensitive Devices

☐ Storage Tubes

☐ Power Tubes

☐ Ionization Gauges

POLAROID

Here is the literature....

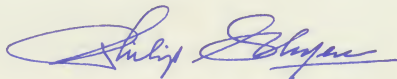
. . . you recently requested on the Polaroid Land industrial photographic products.

Also enclosed is a list of Special Industrial Agents in your area. Any one of them will gladly arrange for a demonstration and advise you on products to meet your specific needs.

We hope that this literature will answer your questions. Please let us know if we can be of any further service.

Very truly yours,

POLAROID CORPORATION



Philip G. Myers
Manager
Industrial Dealer Sales

PGM/anf
Enclosures



William Buckley

**The new Polaroid
color film
goes 4x5!**



John Rawlings

**The new Polaroid
color film
goes 4x5!**

4x5 color pictures in 50 seconds

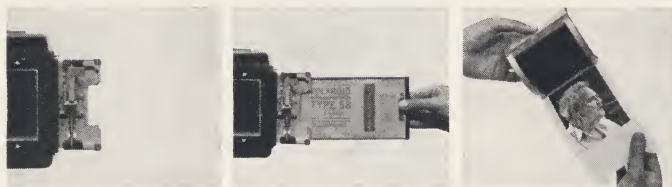
Polaroid Polacolor film is now available for 4 x 5 cameras. The new film (called Type 58) works just like the familiar Polaroid Land black-and-white film packets. Any 4x5 camera or instrument with a Graphic, Graflok or similar back can now make beautiful color pictures outside the dark-room in just 50 seconds.

Colors are rich and saturated. Skin tones are especially accurate. In just 50 seconds you have a color image that would have taken a minimum of 22 steps and at least 90 minutes to produce in an elaborately equipped dark-room. The savings in time and money for the professional photographer are obvious.

Polacolor 4 x 5 film has been received with enthusiasm by industrial photographers who are using it for photomicrography, metallography, quality control, product photography and a host of other industrial and scientific uses. Commercial photographers are using it to deliver fast, high-quality color prints and to check set-ups for color shots where a transparency is needed. Portrait studios find it saves time and money to get an on-the-spot approval from the client before the sitting is over.

U. S. CAMERA had this to say about Polacolor film: "Polacolor prints show a wide range of brilliant hues, good fidelity in reproducing pastels . . . exceptional shadow detail while retaining clear highlights. . . . The Polacolor print is both sharp and virtually grainless."

1. After focusing, insert the Polaroid Film Holder.
2. Insert the film packet, expose the picture.
3. Pull out the packet. In 50 seconds, picture is ready.



F3178

"Polaroid" and "Polacolor"®

Printed in U.S.A.

Technical Data

Film Speed 75 ASA equivalent at 60°–90° F.

Development Time Approximately 50 seconds at 75° F. At lower temperatures, development time should be increased.

Indoor Pictures No correction is needed for electronic flash. Blue flashbulbs or a blue shield over white flashbulbs should be used.

Color Temperature Balanced for 6250° K (daylight).

Reciprocity Characteristics The efficient working range of the film is from 1/10th to 1/1000th of a second exposure. If exposure is longer than 1/10th second, both speed loss and increased yellow densities will be noted and blue filtration is recommended.

No Coating on Finished Picture No coating is used, unlike Polaroid Land black-and-white film. The color print comes out of the camera ready to be used, but the surface should not be touched for a few moments.

Filter Recommendations:

Daylight — none.

Electronic flash — none.

3200° K tungsten — 80B plus cc 20B (use ASA 12).

Photoflood — 80B plus cc 20B (use ASA 12).

Copies and Enlargements Available from Polaroid Copy Service:

4" x 5" copy prints (same size as original Type 58 Polacolor prints).

5" x 7" enlargements (mounted).

8" x 10" enlargements (mounted).

Stability The stability of Polaroid Polacolor Land pictures is excellent. Accelerated tests show that at high temperatures, humidity and steady exposure to light, Polaroid Land prints hold up at least as well as conventional color positive prints. But bear in mind that the dyes in Polacolor film, like the dyes used in any other type of film, may change their color or fade in time. Strong sunlight and skylight are the most damaging.